Abstract of the Disclosure

An online shop is connected to the terminal of a client through a network. The online shop includes a owned merchandise information storage unit (for example, 'virtual bookshelf') for storing the information about the merchandise owned by the client, and a merchandise explanation information storage unit. The online shop manages the information about the merchandise owned by the client. The online shop obtains the information from the owned merchandise information storage unit according to an instruction of the client, and provides it for the client.